

**IN THE CLAIMS:**

**Please amend the claims to read as follows:**

*sub c1* 1. (Twice Amended) A segment announcement receiver comprising:

a receiver section for receiving a signal, wherein one or more content streams and one or more announcements are carried on the signal, wherein each of said one or more announcements corresponds to a content being provided on said one or more content streams, wherein each of said one or more announcements includes:

*B5* a description about said corresponding content in said one or more of the content streams;

a time at which said corresponding content is transmitted on said signal, and

a content identifier,

wherein each of said one or more announcements was created by a party other than said broadcaster; and

a controller that alters a presentation of said content stream in accordance with the description and the time from a corresponding announcement.

5. (Twice Amended) A segment announcement receiver comprising:

*B6* a first receiver section for receiving one or more content streams on a content carrier signal;

a second receiver section for receiving one or more announcements, each of the announcements containing a description about a corresponding content within said one or more

content streams, a time at which the corresponding content is transmitted by the first receiver section, and a content identifier; and

a controller that alters a presentation of said content stream in accordance with the description and the time from a corresponding announcement, wherein each of said one or more announcements was created by a party other than said broadcaster.

6. (Twice Amended) A segment announcement system comprising:

an analyzer that analyses a content of one or more content streams;

an announcement generator that creates an announcement containing a description about said content of one or more of the content streams;

a transmitter section that sends said announcement to one or more receivers using a signal, said announcement being added to said signal by a party other than said broadcaster of said content, wherein each of said receivers comprises:

a controller that alters a presentation of said one or more content streams in accordance with the description and the time from a corresponding announcement.

9. (Amended) A segment announcement system, as in claim 6, where the announcement further comprises a time associated with the content.

10. (Amended) A segment announcement system, as in claim 9, where the announcement further comprises a content identifier.

sub C<sup>3</sup> 11. (Twice Amended) A closed circuit transmission system comprising:

a segment announcer comprising:

an analyzer that analyses a content of one or more content streams, wherein said analyzer comprises a party other than a broadcaster of said content;

an announcement generator that creates an announcement containing a description about said content and a time associated with said content;

a transmitter section that sends the announcement over a communication network;

and

a segment announcement receiver comprising:

a receiver section for receiving said announcement and said content stream;

a controller that alters a presentation of said content stream in accordance with by the description and the time in said announcement.

12. (Twice Amended) A process comprising:

adding an announcement to a signal including a content stream by a party other than a broadcaster of the content stream;

receiving said content stream, said announcement having a description about a content of said content stream;

matching said description to said content; and

presenting said content based upon said description if the content matches the description.

B<sup>7</sup>  
Cont.

13. (Twice Amended) A segment announcement receiver comprising:

means for adding an announcement to a signal including a content stream by a party other than a broadcaster of the content stream;

means for receiving said content stream, said announcement having a description about a content of said content stream;

means for matching said description to said content; and

means for presenting said content based upon said description if the content matches the description.

Please add new claims 14-17 as follows:

-- 14. (Newly Added) The receiver of claim 1, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation. --

-- 15. (Newly Added) The receiver of claim 5, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation. --

-- 16. (Newly Added) The receiver of claim 6, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation. --